



Operations Support Services Division

P.O. Box 942702

Sacramento, CA 94229-2702

Telecommunications Device for the Deaf - (916) 795-3240

(916) 795-3020, FAX (916) 795-3379

March 29, 2010

NOTICE OF INTENT TO AWARD

Pursuant to Request for Proposal No. 2009-5194, the California Public Employees' Retirement System intends to award the following firms as pool members for Public Affairs and Communications Support Services Spring-Fed Pool Refresh (3) in the following categories:

A. Media Training

Aaron Read &
Associates/Marketplace
Communications
1415 L Street, Suite 100
Sacramento, CA 95814

Michael Sheehan Associates, Inc.
1150 17th Street, NW, Suite 604
Washington, DC 20036

B. Writing/Editorial Services

Paschal Roth Public Affairs, Inc.
1127 11th Street, Suite 427
Sacramento, CA 95814

TLW Public Relations
340-2 Travis Boulevard, Suite 167
Fairfield, CA 94533

Rivet
1160 Battery Street, Suite 350
San Francisco, CA 94111

Halldin Public Relations, Inc.
735 Sunrise Avenue, Suite 220
Roseville, CA 95747

Buck Consultants, LLC
1801 Century Park East, Suite 500
Los Angeles, CA 90067

Proprose/ConsumerQuest
Joint Venture
4515 North Park Drive
Sacramento, CA 95821

C. Marketing Services

J-U Carter, Inc. dba J-U Public
555 N. El Camino Real, Suite A-462
San Clemente, CA 92672

Rivet
1160 Battery Street, Suite 350
San Francisco, CA 94111

Aaron Read & Associates/Marketplace
Communications
1415 L Street, Suite 100
Sacramento, CA 95814

Pacific Gateway Group
5703 Oberlin Drive, Suite 209
San Diego, CA 92121

Propose/ConsumerQuest
Joint Venture
4515 North Park Drive
Sacramento, CA 95821

D. Survey & Research Services

Propose/ConsumerQuest
Joint Venture
4515 North Park Drive
Sacramento, CA 95821

Action Research, Inc.
910 W. San Marcos Blvd., Suite 108
San Marcos, CA 92078

E. Specialized Benefit Communications Services

J-U Carter, Inc. dba J-U Public
555 N. El Camino Real, Suite A-462
San Clemente, CA 92672

Paschal Roth Public Affairs, Inc.
1127 11th Street, Suite 427
Sacramento, CA 95814

Rivet
1160 Battery Street, Suite 350
San Francisco, CA 94111

Watson Wyatt Worldwide
345 California Street, Suite 1500
San Francisco, CA 94104

Aaron Read & Associates/Marketplace
Communications
1415 L Street, Suite 100
Sacramento, CA 95814

Any inquiries should be directed to Kelly Pope, Contracts Officer.

POST: March 30, 2010 through April 6, 2010

AWARD DATE: April 7, 2010